

UNITED STATES DEPARTMENT OF AGRICULTURE
FOREST SERVICE

WO

REPLY TO: 1620 Programs, Cooperative

June 9, 1972

SUBJECT: 1973 CFFP Campaign Order Form



TO: Regional Foresters, Area Directors and State Foresters

CONSOLIDATED ORDERS DUE IN WASHINGTON, D. C., JULY 17, 1972

Use this form to order your CFFP supplies for next year. The enclosed 1973 campaign guide includes pictures and descriptions of available items. Research units are invited to participate. Each station may send its purchase order direct to this office.

Basic free allowance for CFFP materials is the same as last year - \$1,000 for each State, Region, and Area; \$200 for each Supervisor.

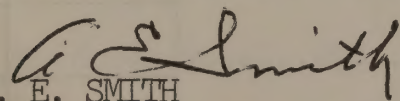
Individual State or Agency credit lines will be furnished only on orders of 1,000 or more pocket planners and 5,000 or more litterbags. Other imprinted items will carry the general signature, "Your State Forester and Forest Service, U. S. Department of Agriculture; U. S. Department of the Interior and U. S. Department of Agriculture; or Canadian Forestry Association and U. S. Department of Agriculture."

Standard pack information is shown for most items. Field units may order according to their policy, but consolidated orders to the Washington Office from States, Regions, Areas and others must be on the basis of standard pack units. Orders not complying will be raised to the next higher standard pack and billed accordingly!

Prices are firm and include delivery to one point for each State, each Region and Area, and one point for Canada and USDI agencies.

Procedures for the transfer of funds to the Washington Office will be the same as last year. You will be asked to transfer the full amount obligated upon request from the Washington Office early in the new fiscal year.

Please contact Miss Freas or Mal Hardy (703) 557-1840 if you have any questions relating to your 1973 order.


A. E. SMITH

Director of Information and Education

cc: Station Directors
Bureau Chiefs, Department of the Interior
Managers, Canadian Forestry Association

ORDER FORM

1973 COOPERATIVE FOREST FIRE PREVENTION CAMPAIGN

FROM: _____
Name, Title, Organization, Phone Number

SHIP ORDER TO: _____

CREDIT LINE (Items 12 and 19 only) _____

1973 Item No.	Description	How Many ?	Price/M \$\$	Total \$\$
1a	Basic Poster, 13" x 18-1/2", paper, std. pack 500		50	
1b	" " " " , cardboard, std. pack 250		80	
2a	School Poster, 13" x 18-1/2", paper, std. pack 500		50	
2b	" " " " , cardboard, std. pack 250.		80	
2c	" " , 7" x 10", paper, std. pack 500.....		25	
3	Special Poster, 20" x 30", paper, std. pack 200.....		100	
4	Stamps, Blocks of 4, std. pack 1,000.....		4	
5a	Range Fire Poster, 21-1/2"x 17", paper, std. pack 200..		70	
5b	" " " " " , cdb., std. pack 100...		110	
6	Sticker, die cut, std. pack 500.....		10	
7	Bookmark, std. pack 500.....		4	
8a	Bookcover, Conservation, std. pack 500.....		69	
8b	" , Smokey's Friends, std. pack 500.....		88	
9a	Coloring Sheet No. 33, std. pack 500.....		7	
9b	" " No. 34, std. pack 500.....		7	

1973 Item No.	Description	How Many ?	Price/M \$\$	Total \$\$
10	Placemat, paper, std. pack 1,000.....		8	
11	"Make Campfire Safe" folder, std. pack 1,000.....		20	
12	Pocket Planner (datebook), std. pack 1,000.....		105	
13	Coaster, std. pack 500.....		3	
14	Teachers Kit (folder & 3 items), std. pack 100.....		125	
15	"Story of the Forest," std. pack 500.....		30	
16	"True Story" Comic, std. pack 500.....		30	
17	"Smokey the Bear" Song Sheet, std. pack 1,000.....		5	
18	"Junior Forest Ranger Handbook," std. pack 400.....		40	
19	Litterbag, plastic, std. pack 1,000.....		20	
20	"You and Forest Fires," std. pack 1,000.....		40	
21a	"Use Fire Safely, Mr. Camper," std. pack 100.....		45	
21b	" " " , Mr. Fisherman," std. pack 100.....		45	
21c	" " " , Mr. Hunter," std. pack 100.....		45	
22	Wallet Card, std. pack 1,000.....		3	
23	Name Tag, adhesive back, std. pack 1,000.....		6	
24a	Day-glo Strip, Forest Fires, std. pack 100.....		80	
24b	" " , Range " , std pack 100.....		80	
24c	Reflective Strip, Forest Fires, std. pack 100.....		250	
24d	" " , Use Your Ashtray, std. pack 100.....		250	
25	Lapel Tab, foldover metal, std. pack 1,000.....		8	
26a	"Protect Our Forests" Patch, std. pack 25.....		455	
26b	" " " vinyl decal, std. pack 100.....		95	

1973 Item No.	Description	How Many ?	Price/M \$\$	Total \$\$
27	"Prevent Forest Fires" Patch, std. pack 25.....		285	
28a	" " " Patch, std. pack 50.....		125	
28b	" " " vinyl decal, std. pack 100.....		40	
29	Pocket Protector, std. pack 500.....		50	
30	Ruler, 12" wooden, std. pack 1,000.....		25	
31	Sign, reflective, 5' x 7'5", (price is each).....		125	
32a	Sign, reflective, 44" x 16" Forest (price is each).....		15	
32b	" " " Range (price is each).....		15	
33	Sign, 18" x 24", fiberglass (price is each).....		5	
34a	Fire Danger Smokey Poster, left hand (each).....		5	
34b	" " " " , right hand (each).....		5	
35	Fire Danger Adjectives, (set of 5) (price per set).....		25	
36	Smokey Bear Citation, (price is each).....		.10	
37	Smokey Appreciation Award, (price is each).....		3	

TOTAL VALUE OF ORDER _____

SUBTRACT DOLLAR CREDIT _____

NET CHARGE TO UNIT FUNDS _____

CHARGE APPROPRIATION _____

Smokey's 1973 Campaign



Your State Forester and U. S. Department of Agriculture — Forest Service

SMOKEY BEAR HEADQUARTERS

WASHINGTON, D.C. 20252

June 9, 1972



1620

Dear Friend:

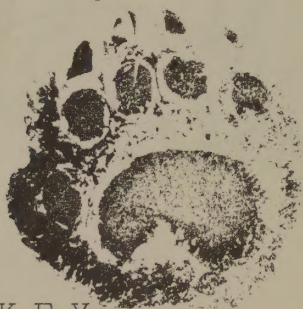
This guide is intended as a "catalog" for fire control people, and as a planning aid for teachers, conservation groups, youth leaders, and others who are concerned about preventing wildfires. In this guide are illustrated most of the items that are being prepared for my 1973 campaign to prevent watershed, range, and forest wildfires. Finished artwork is not yet available for a few of the items, so don't be surprised if they look a little different when they come from the printer. The themes expressed on the posters will be carried over into radio and television messages and into advertisements for newspapers, magazines, and transit displays, which will be distributed by The Advertising Council, Inc.

Printing costs have increased over the past few years, so good management requires selective distribution of items to achieve the greatest educational impact at the lowest cost. If you order only what you need, the limited funds for fire prevention will go a little farther.

The "Smokey Bear" program is a cooperative project of the State Foresters and the Forest Service, U. S. Department of Agriculture. Campaigns are coordinated in Washington, D. C., but they are carried out by the 50 State Foresters and by field officers of the Forest Service, National Park Service, Bureau of Land Management and the Bureau of Indian Affairs. In Canada, Smokey's program is coordinated by the Canadian Forestry Association, and is carried out by provincial forest services and forestry associations.

If you want to help me, please contact your local State or Federal forestry or fire control officer for counsel and materials.

Your friend,



S M O K E Y

**Remember:
there are babes
in the woods.**



73-CFFP-1 Basic Poster—13" x 18½", will also be adapted to 24-sheet poster, car card, and television. Order 1a for indoors, 1b for outdoors.



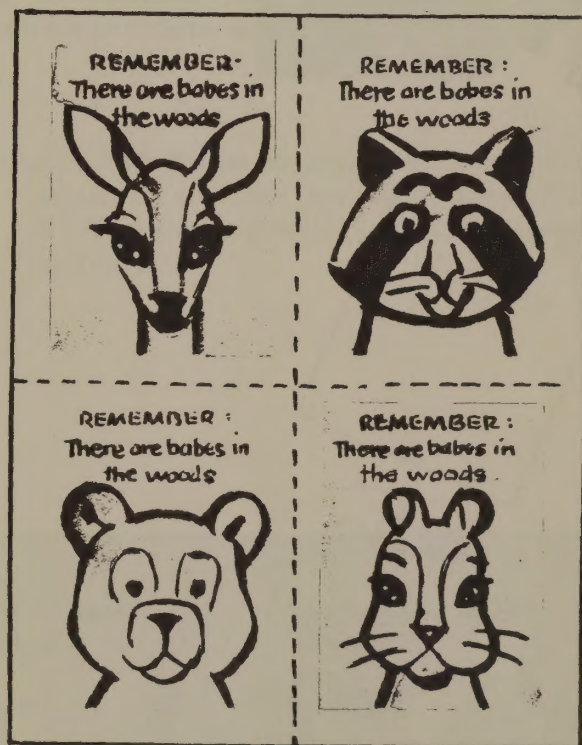
*A true friend of Smokey's
Leaves matches alone.
He won't burn his fingers
Or the animals' home.*

73-CFFP-2 School Poster—13" x 18½" and 7" x 10", a touching poem and illustration. Order 2a for indoor display, 2b for outdoors, and 2c for handout.



Keep the peace.

73-CFFP-3 Special Posters—20" x 30", on heavy paper only. This "ecology" poster will feature color photography and a soft-sell appeal to young adults.



73-CFFP-4 Stamps—Block of four, gummed and perforated.



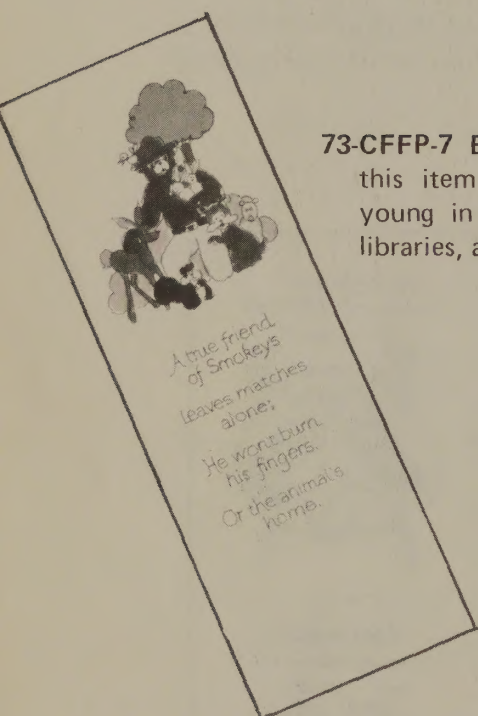
Prevent Range Fires.

73-CFFP-5 Range Fire Poster—21½" x 17" full-color reproduction of a powerful M. Straus painting. Order 5a for indoors, 5b for outdoors.



73-CFFP-7 Bookmark—based on the school poster, this item will appeal to youngsters and to the young in heart. Distribute as handouts through libraries, and in your outgoing mail.

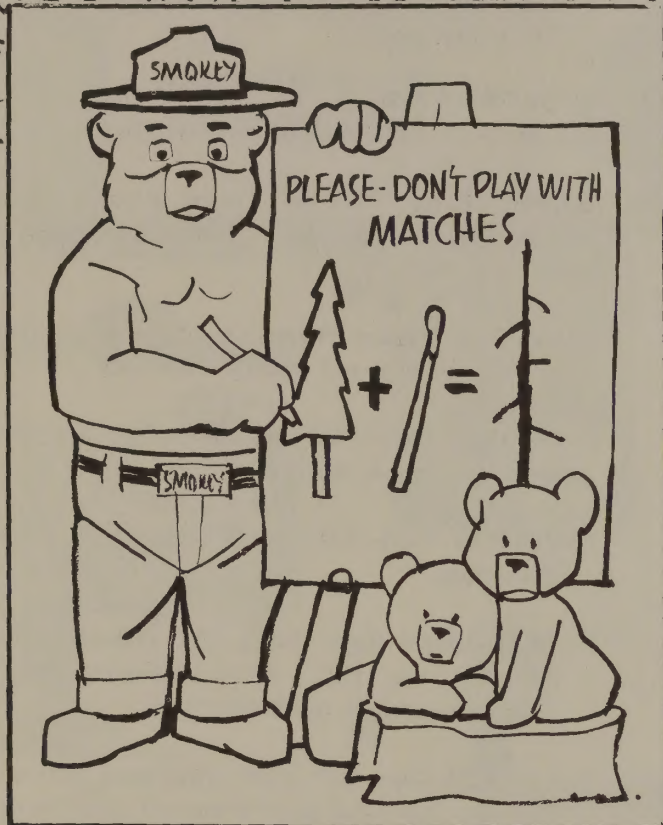
73-CFFP-6 Sticker—colorful adaptation of the school poster, pressure sensitive adhesive back.



73-CFFP-8 Bookcovers—Order 8a for reprints of the colorful "Smokey's Friends" cover; order 8b for new conservation design.



9a



9b

73-CFFP-9a&b Coloring Sheets—9a is a cut-out that makes a 3-D table decoration; 9b shows Smokey tutoring young students.

New Items



73-CFFP-11 "Make Campfires Safe"—a new handout folder for tract racks and use by recreation guards.



73-CFFP-12 Pocket Planner—1973 date book, conservative, one-color design, pocket-size (3½" x 5½"), plastic cover, fire prevention messages on each page.



73-CFFP-10 Placemat—14" x 10", paper, a new and brighter design.



73-CFFP-13 Coaster—an absorbent two-color addition to standard campaign items.

73-CFFP-14 Teachers Kit—folder, teaching unit, playlet, and song book. Add other items as desired. An effective way to bring Smokey's message into classroom.

73-CFFP-15 "Smokey Bear's Story of the Forest"—16 page booklet. Tells the conservation story in simple yet effective language. Popular as a work book for grades 1-4.

73-CFFP-16 "True Story"—comic book—The popularity of this item never seems to diminish. Excellent for use in grade schools or as a handout to special groups.

73-CFFP-17 "Smokey The Bear" Song Sheet—with conservation pledge on reverse. An inexpensive handout for schools, youth groups.

73-CFFP-18 "Junior Forest Ranger Handbook"—a work book for use in the classroom, in scouting activities, and other special programs relating to conservation; contains a series of "question and answer" type exercises relating to forest fire prevention.

73-CFFP-19 "Litterbag"—poly plastic, 9" x 12", printed one side, "Keep America Green and Clean."

73-CFFP-20 "You and Forest Fires"—a 16-page 2-color adult-level pamphlet on wildfires and how they affect people.

73-CFFP-21a,b,c "Use Fire Safely Outdoors"—5¼" x 8" folder with fire-safety rules; has pockets for insertion of local data. Available for specific user groups: 21a Mr. Camper, 21b Mr. Fisherman, 21c Mr. Hunter.

73-CFFP-22 Wallet Card—a handout item for field or public appearance contacts.

73-CFFP-23 Name Tag—3½" x 2-3/8", comes in strips of 100, pressure-sensitive adhesive on back.

73-CFFP-24a&b Bumper Strips, Day-Glo—2-color, Smokey Bear head plus (24a) "Prevent Forest Fires"; or (24b) "Prevent Range Fires."

73-CFFP-24c&d Bumper Strips, Reflective—2-color, Smokey Bear head plus (24c) "Prevent Forest Fires" or (24d) "Use Your Ashtray".

73-CFFP-25 Lapel Tab—colorful foldover metal tab, safe for preschoolers.

73-CFFP-26a&b Please be Careful-Protect Our Forests—3¾" x 4", (26a) embroidered patch and (26b) vinyl decal.

73-CFFP-27 "Please be Careful-Prevent Forest Fires"—3" x 4", embroidered patch.

73-CFFP-28a&b "Prevent Forest Fires"—2" diameter, (28a) embroidered patch and (28b) vinyl decal.

73-CFFP-29 Pocket Protector—heavy gauge plastic—protects pocket and pushes prevention.

73-CFFP-30 Ruler—12" wooden, a low-cost handout item for schools, fairs, etc.

73-CFFP-31 Sign—5'0" x 7'5", reflective, 8-color on aluminum.

73-CFFP-32a&b Sign—44" x 16", reflective, 2-color, on aluminum, (32a) "Prevent Forest Fires" and (32b) "Prevent Range Fires."

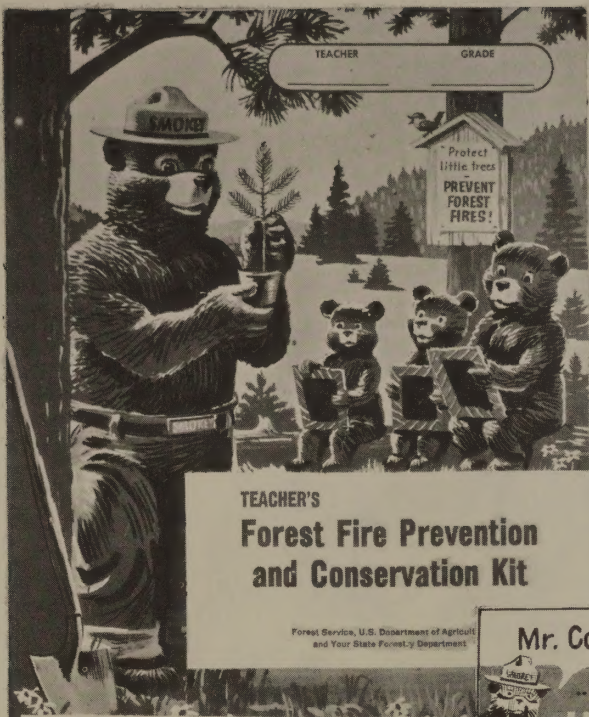
73-CFFP-33 Sign—18" x 24", fiberglass, yellow, with Smokey Bear head and "Prevent Forest Fires."

73-CFFP-34a&b Smokey Bear Poster—for Standard Fire Danger Sign, 5'8" tall, adhesive back, full color, printed on all-weather vinyl. Order 34a for shovel in left hand, 34b for shovel in right hand; for 2-way sign, order 1 of each.

73-CFFP-35 Fire Danger Adjectives—for Standard Fire Danger Sign, 32" x 13", reflective, adhesive back, (set of 5); for 2-way sign, order 2 sets.

73-CFFP-36 Smokey Bear Citation—12" x 10" vellum certificate, 4-color. Authorized for outstanding service to forest fire prevention of less than State-wide scope over past 2 or more years.

73-CFFP-37 Smokey Appreciation Award—6" x 6" natural wooden shield, silk screened. Includes brass plate and box. Authorized for local service to forest fire prevention over past year.



14

THE TRUE STORY OF SMOKEY BEAR



16

SMOKEY BEAR'S STORY OF THE FOREST



15



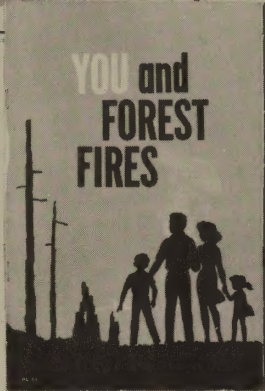
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22



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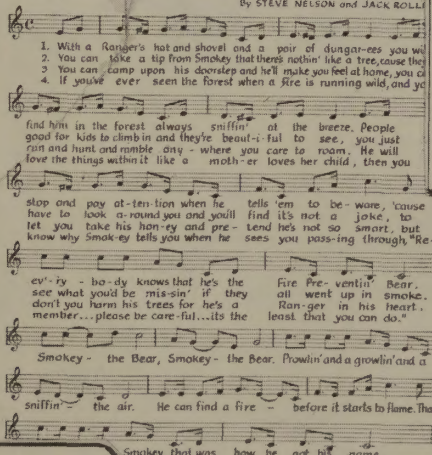


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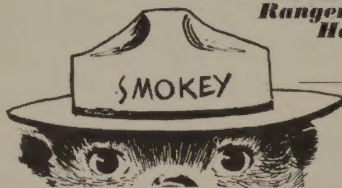
17

SMOKEY THE BEAR



U.S. Department of Agriculture - Forest Service
and Your State Forestry Department

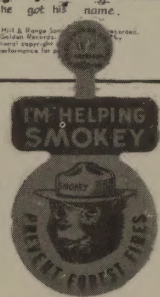
Junior Forest Ranger Handbook



18



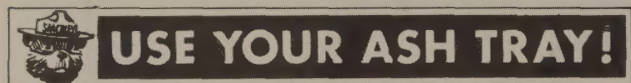
32



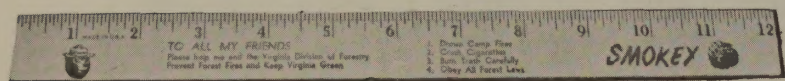
25



33



73-CFFP-24a&b -24c&d Bumper Strips



73-CFFP-30 Ruler



73-CFFP-28a&b



73-CFFP-27



73-CFFP-26a&b

Fire Danger Adjectives

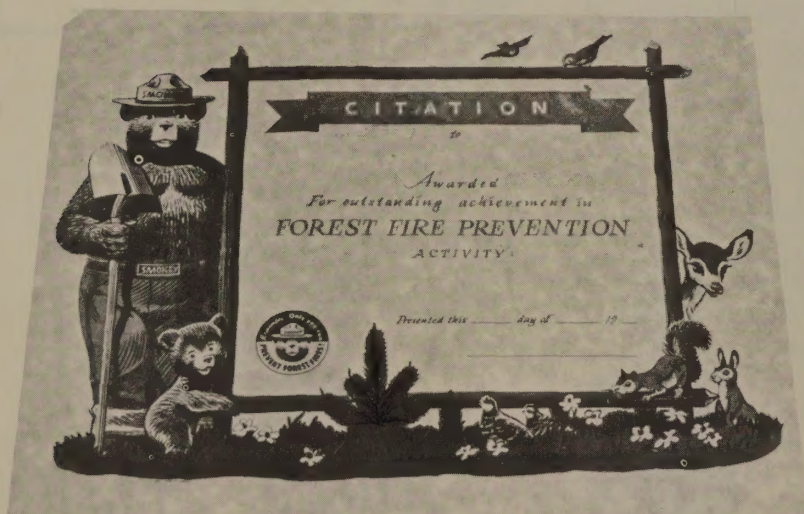
73-CFFP-35

(Construction plans of
fire danger sign
furnished with each
order of fire danger
adjectives)



Smokey Bear P

73-CFFP-34a&b



73-CFFP-36 Smokey Bear Citation



73-CFFP-37 Smokey Appreciation Award